

What all business employees should know:

- Make the store attractive to customers, unattractive to robbers
- Keep the sales counter in clear view from outside the store
- Spot possible hiding places outside the store
- Keep alert at all times
- Give a friendly greeting to everyone who enters the store
- Keep the cash register fund to a minimum
- Take extra precautions after dark

SIX STEPS FOR AN EFFECTIVE ROBBERY PREVENTION PROGRAM FOR BUSINESSES

STEP #1: LOOK SAFE AND SECURE

Give the robber a look which says, "If you try to rob me, you are going to get caught!"

A sleepy inattentive clerk in a sloppy store invites disaster.

Post signs which indicate the maximum amount of money kept in the register.

STEP #2: SPOTLIGHT CRIME (PUT THE ROBBER ON STAGE)

Good visibility is important for two reasons: It allows employees to observe suspicious characters loitering either inside or outside a business. It also increases the possibility that someone outside, perhaps the police, will observe the robbery if it happens. Needless to say, robbers do not wish to be seen by a passing police officer with a gun in their hand while pulling a robbery.

STEP #3: DON'T BE COMPLACENT - LOOK OUT FOR DANGER

Always be alert to potential problems. No one knows better than an informed employee what is "out of place".

STEP #4: BE IN CHARGE!

A robber does not want to be identified. It is safer to rob a total stranger, with as little human contact as possible, than someone who may remember the robber.

STEP #5: DON'T FLASH THE CASH

One of the strongest deterrents to robbery is to advertise and practice a sound cash-control policy. By keeping the lowest possible amount of cash on hand and letting people know it, a business becomes a less desirable target. Experience has shown that businesses can readily adjust to operating with less cash once a cash-control policy is instituted.

STEP #6: DEPOSIT AT THE BANK - NOT IN THE ROBBER'S HAND

The logical extension of any good cash-control policy is your deposit procedure. Money should be deposited as often as possible; never less than daily and, preferably, more often, particularly if deposits are large.

VIOLENCE PREVENTION PROCEDURES IN CASE OF ROBBERY

DO

KEEP IT SHORT AND SWEET

The longer the robbery takes, the more nervous the robber becomes.

OBEY THE ROBBER'S ORDERS

Robbers seldom hurt people who cooperate with them.

TELL THE ROBBER ABOUT ANY POSSIBLE SURPRISES

CALL THE POLICE

DON'T

DON'T ARGUE WITH THE ROBBER

DON'T FIGHT WITH THE ROBBER

DON'T USE WEAPONS

DON'T CHASE OR FOLLOW THE ROBBER

DON'T ESTIMATE THE AMOUNT OF THE LOSS